

Arkansas Radio Broadcasters
PO Box 73
Batesville, Mississippi 38606

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APR 26 1996

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APR 29 1996

Before the Federal Communications Commission
Washington, D. C. 20554

AUDIO SERVICES DIVISION

IN RE: Section 73.202 (b) FM Table of Assignments

BATESVILLE, ARKANSAS ADD: Channel 258A

DOCKET FILE COPY ORIGINAL

To The Commission:

Comes now, Arkansas Radio Broadcasters, (Hereinafter RADIO) requesting the assignment of an FM channel as captioned above.

This community is a viable radio market, as shown by the attached Community Data attached hereto. Further, the channel requested by RADIO can be assigned with full compliance to the requirements of the Commission. (See study attached)

The proposed channel can provide additional radio service, and the assignment will serve the public interest. Should the channel be assigned, RADIO will file an application for the facility. If authorized, RADIO will proceed to construct and operate the station without delay.

All premises considered, RADIO requests that the Commission take the following action:

Section 73.202 (b)
FM Table of Assignments

Batesville, Arkansas

Current: 226C

Proposed 226C, 258A

Regards,
Arkansas Radio Broadcasters

Carol B. Ingram

Carol B. Ingram, President

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I certify the data provided herein is true and correct to the best of my knowledge and belief.

Carol B. Ingram

Carol B. Ingram

Personally appeared and sworn before me this the 15 day of April, 1996:

J. Boyd Ingram
J. Boyd Ingram, Notary Public

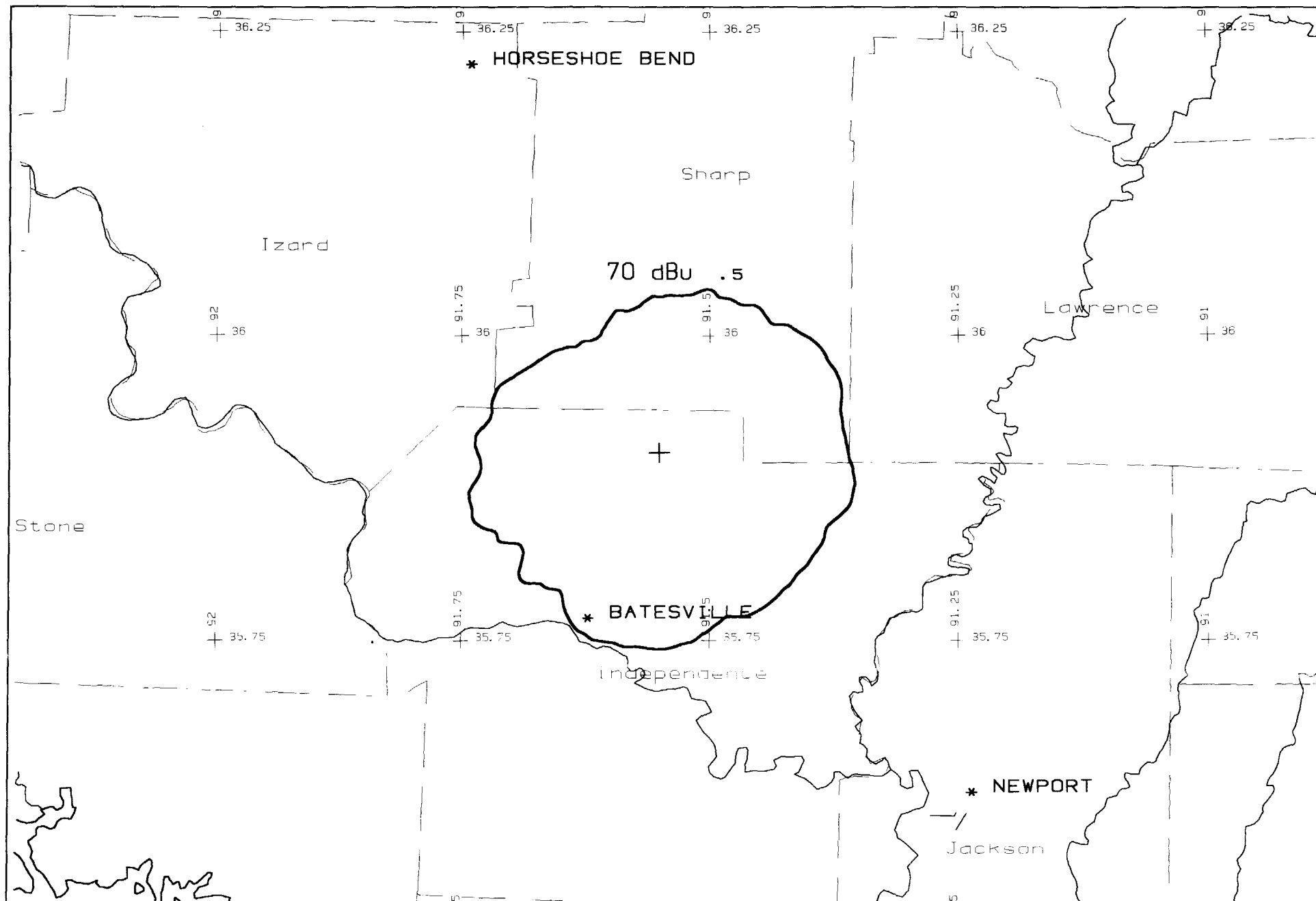
My commission expires on June 28, 1996

J BOYD INGRAM - BROADCAST CONSULTANT
POB 73 BATESVILLE MS 38606

BATESVILLE, ARK

REFERENCE	CLASS A	DISPLAY DATES
35 54 15 N		DATA 03-29-96
91 33 08 W	Current rules spacings	SEARCH 04-13-96
----- CHANNEL 258 - 99.5 MHz -----		

CALL	CH#	CITY	STATE	BEAR'	D-KM	R-KM	MARGIN
KMAC	259C2	Gainesville	MO	313.1	112.61	106.0	6.61
WMC FM	259C	Memphis	TN	118.0	171.66	165.0	6.66
KWCK FM	260C2	Searcy	AR	215.2	62.07	55.0	7.07
KYFX	258A	Little Rock	AR	208.2	143.14	115.0	28.14
KTMO	255C	Kennett	MO	77.9	125.11	95.0	30.11
KUNQ.C	257C2	Houston	MO	341.4	139.25	106.0	33.25



<p>Scale in km</p> <p>0 10 20 30 40</p>	<p>258 6kW</p> <p>N. Lat. 35 54 15 W. Lng. 91 33 08</p>	<p>BATESVILLE</p> <p>J BOYD INGRAM - C</p>
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COMMUNITY INFORMATION

Overview

Batesville, the county seat of Independence County, is a growing and prosperous community. The excellent quality of life enjoyed by the people who live, work, and play here is a result of a concentrated effort and a good working relationship among the city, county, and Chamber of Commerce. This vibrant area, located in the foothills of the beautiful Ozark Mountains, provides an atmosphere conducive to cooperative growth and development. We invite you to let us show you why Batesville and Independence County have attained the reputation of being one of the most progressive areas in the state.

Batesville is listed in **The 100 Best Small Towns in America** by Norman Crampton, a nationwide guide to the best in small town living in America, published in 1993 by Prentice-Hall. The Independence County Recycling Program won the *Arkansas Community Development Award*, and Batesville was selected as *Arkansas Volunteer Community of the Year* because of extensive and effective volunteer programs.

Location

Situated along the White River in northcentral Arkansas, Batesville is located within easy driving distance of Little Rock (90 miles to the southwest) and Memphis, TN (120 miles to the southeast). This central location provides Batesville close proximity to major markets in the south and midwest.

Dallas - 382 miles	New Orleans - 526 miles
Kansas City - 386 miles	St. Louis - 299 miles
Chicago - 525 miles	Tulsa - 346 miles

Population

According to the 1990 U.S. Census, 31,192 persons reside in Independence County. The population of Batesville is approximately 10,000 with a metro area of 15,000. The total population of Indepen-

dence County and the surrounding seven counties is 145,767. The county has consistently shown a positive growth trend which is projected to continue. Five of the surrounding counties, with a combined population of 85,000, use Batesville as a trade center and compose the labor pool for industry. The seven counties surrounding and including Independence County have shown the following growth patterns during the last two decades:



<u>County</u>	<u>1970</u>	<u>1990</u>
Cleburne	10,349	19,411
Independence.	22,723	31,192
Izard	7,381	11,364
Jackson	20,452	18,944
Lawrence	16,320	17,457
Sharp	8,233	14,109
Stone	6,838	9,775
White	39,253	54,676
TOTAL	131,549	176,928

Transportation

Batesville is provided with interstate highway access by U.S. Highway 67/167. Linkage with Interstates 30 and 40 is in Little Rock, and Interstate 55 is accessed in Memphis. Twelve motor freight carriers provide intra and interstate freight service to the area.

Rail access is provided by the **Missouri and Northern Arkansas Railroad**, a division of Railtex, Inc., in cooperation with the Union Pacific Railroad System.

Air access is available through the **Batesville Regional Airport** which provides a 6,002 foot lighted, paved runway, a high intensity approach and an instrument landing system. Private charter service is offered and AWOS III (Automated Weather System) is available. Full time airport personnel are available seven days a week. Rental car and taxi services are

One of the 100 Best Small Towns in America

THE 100 BEST SMALL TOWNS IN AMERICA, BY NORMAN CRAMPTON, PUBLISHED BY PRENTICE-HALL

available at the airport. Arrangements for commercial connections in Jonesboro (74 miles) or Little Rock (90 miles) may be made through two Batesville travel agencies.

Port access facilities on the White River are located at Newport, 30 miles to the southeast.

Government

Independence County is governed by a 10 member Quorum Court presided over by a County Judge. Quorum Court members are elected for 2 year terms, and the County Judge is elected to a 2 year term. Batesville has an 8 member City Council presided over by a Mayor. Council members are elected to 2 year terms, and the Mayor to a 4 year term.

Sites

Fully serviced sites are available for new industry in the publicly owned **Batesville/Independence County Industrial Park**. Freestanding sites are also available throughout the county. Site specific information will be provided upon request by the Batesville Area Chamber of Commerce. All such requests are treated confidentially by the Chamber staff. Please advise our office of your specific needs so that we can respond quickly.

Labor Force

Due to the changing nature of labor availability, a detailed labor availability report will be provided upon request. The report includes labor supply, characteristics of the labor force and representative wage rate data. As illustrated by the diversity of our existing industries, the Batesville area has an excellent work force with the skills and work ethic to meet a variety of needs. Arkansas is a "Right To Work State" and the availability of semi-skilled and unskilled labor is very good within the Batesville/Independence County area. Training is available through many programs offered by the State Department of Education and

implemented by Gateway Technical College.

Major Industry

Batesville has an unusually high number of manufacturing businesses in relation to the size of the community. Health care, education and professional employment add to the industry base to create a stable and diversified economic base for Batesville and Independence County. A cross section of the area's manufacturing employers include: **ConAgra Frozen Foods** (fully integrated poultry processor); **Townsend's of Arkansas** (fully integrated poultry processor); **White Rodgers Division of Emerson Electric** (thermostatic controls); **GenCorp Automotive** (rubber products); **Arkansas Eastman Division of Eastman Chemical Company** (chemicals); **Professional Dental Technologies** (dental equipment); **Ideal Baking Company** (bread products); **Arkansas Lime** (processed lime); **LaCroix Optical Company** (precision optical products); **Martin Lumber** (wooden packaging); **White River Bituminous** (asphalt); **Concord Speciality Corporation** (corrugated materials); **Unimim Corporation** (silica mining); and **Hills Valley Foods** (cheese and processed food products). Additional information about the area's manufacturing base, tax base, and service industries information will be provided upon request.

Utilities

Water, sewer service, electricity and natural gas resources are readily available within the city limits of Batesville. Water/Sewer service is provided by the **Batesville Utilities**. Water storage capacity is 7,000,000 gallons and pumping capacity is 12,000,000 gallons per day. Sewer treatment capacity is 4,500,000 gallons per day. Water service is provided to many areas outside the city by 6 rural water systems. Natural gas service is provided by **Arkla Gas** through an integrated system that makes an abundant supply available to

Batesville

Arkansas

meet major user requirements. Full range telephone service is provided by **Southwestern Bell Telephone**. Electrical service is provided by **Arkansas Power and Light Company**, a division of Entergy Services System. A detailed utilities cost analysis will be provided upon request.

Education

Seven school districts provide public education to Independence County. The largest district is Batesville with three elementary schools, a middle school (Grades 5-6), a junior high school (Grades 7-9), and high school (Grades 10-12). Private schools offer educational opportunities for pre-kindergarten through high school and one special education school providing specialized services to developmentally disabled children and adults. Licensed day care facilities for children supply working parents with dependable child care.

Independence County has far better access to higher education than most communities of similar size. Batesville is home to **Lyon College**, formerly **Arkansas College**, a private, accredited, 4 year liberal arts college founded in 1872, and ranked as one of the 10 best regional liberal arts colleges by *U.S. News and World Report*. **Gateway Technical College**, also in Batesville, is a two-year state supported technical college that offers both academic and technical courses to students interested in specialized trades. Harding University is located 50 miles to the south of Batesville, and Arkansas State University is located 75 miles to the northeast, offering undergraduate and graduate programs.

Detailed information on labor training programs and college curricula will be provided on request.

Services

The Batesville area can meet any normal, and in many cases above normal demand.

- Health care is provided by White River Medical Center, an accredited and certified 152 bed public non-profit regional hospital. 40 local medical doctors make up the active staff of the hospital, with 25 consulting physicians available if needed. 43 hospital services and specialties provide the best of modern technology to patients in the 7-county service area. As a major area employer, White River Medical Center adds to the diversified employment opportunities in Batesville and Independence County. Other health services professionals provide specialized services in the community which includes a paramedic certified countywide ambulance service.

- Police protection is provided by the **Independence County Sheriff's Department** with a metropolitan division of the department that serves the city of Batesville, one of several cooperative partnerships between the city and county. The department has 32 police officers and service is available to industrial plants located outside the city limits.

- Fire protection is provided by the 28 member **Batesville Fire Department**. The department is staffed by 11 full-time paid firemen and 17 volunteer firemen. The department operates 4 engine companies, 1 ladder company, and 1 rescue unit. Independence County has a volunteer fire fighting force of 14 departments. Batesville has a fire insurance rating of 5. Fire ratings in the County vary by fire district.

- **U.S. Postal Service** in the Batesville area includes a sectional facility center that processes mail for 54 associate offices in the region. The USPS bulk mail center is located in Memphis, TN. United Parcel Services operates a full service facility in Independence County. Other overnight delivery service support is also available in

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the area. Air cargo handling is available by charter at Batesville Regional Airport.

- Telecommunications services are provided by **Southwestern Bell Telephone of the Midwest** with division headquarters in Little Rock. A full range of service is available with electronic switching and digital connectivity. The system will be converted to a DMS 100 type central office in 1995. Cellular phone service is provided by two regional companies.

- Communication services include a state newspaper with daily delivery available, a local regional newspaper, and a weekly shopper. Broadcast media outlets are two local AM/FM radio stations and a number of other commercial stations in the area. Public radio is available from both Jonesboro and Little Rock stations. Cable television service offers basic service of 30 channels and 6 premium channels to Batesville and a large portion of Independence County. A local public access television channel offers coverage of local events and public service programming.

- Financial services are provided by three local full-service banks with combined assets of approximately \$400,000,000 and a variety of financial planning consultants.

Geo-Climate

Batesville is located in the foothills of the Ozark Mountains. The city, located on the White River, is 365 feet above sea level while elevations in the County range from 210 to 1,150 feet above sea level. Four distinct seasons provide variety. The growing season is approximately seven months with frost ending in early April and beginning in early November. Summers are warm to hot with daily temperatures averaging from 62 to 82 degrees, Fahrenheit scale. The winter season is mild with average temperature ranges of 40 to 62 degrees. The annual average rainfall is 48.63 inches and snow normally occurs in moderate amounts once or twice during the winter.

Quality of Life

In Batesville and Independence County you can find a life style to meet almost any desire. The outdoor climate provides for extensive recreation such as: fishing, hunting, golf, tennis, biking or just relaxing. Batesville is home to the **Area Arts Council, Community Theater, Symphony League, Community Concert Association, Ducks Unlimited, Bass Club, Tennis Association, Independence County Youth Athletic Association**, and many other clubs and organizations. Batesville is a truly historic community with an abundance of significant homes, churches and structures. Lyon College, formerly Arkansas College, provides programs of cultural and informational importance that are available to the public. Independence County is well situated for easy access to the many lakes, events, and attractions of the Ozark Mountain area. Also available are 5 city parks, which include: 2 public swimming pools, a municipal golf course, 2 tennis courts, a horse arena, basketball courts, baseball, softball and soccer playing fields. City and county youths participate in summer T-ball, softball and baseball programs. Easy access to both Memphis and Little Rock make metropolitan area attractions readily available. The end result is a small-town quality of life that couples with area assets to make Batesville and Independence County a good place to enjoy living.

Professional Assistance

We can't answer all of your questions with this initial response. Therefore, please accept our offer of more detailed information and assistance. All information is confidential and non-binding.

Please contact:

Nelson Barnett, Executive Director
Batesville Area Chamber of Commerce
409 Vine Street, Batesville, Arkansas 72501
Telephone (501) 793-2378 • Fax (501) 793-3061